



Florida Realtor Teaches Others To Buy And Sell Green

It only took the first sale of an ENERGY STAR Labeled Home to turn Pattie Glenn of Gainesville, Florida, into a believer and eventual expert in selling energy-efficient homes. In fact, she's now building an ENERGY STAR Labeled Home for her family.

As Senior Vice President of Bosshardt Realty Services New Homes & Development Division, Ms. Glenn saw the immediate potential for real estate agents to help transform the new construction market with ENERGY STAR Labeled Homes. She did this by training real estate agents to sell ENERGY STAR and educating builders and consumers about the benefits of an energy-efficient home.

According to Ms. Glenn, ENERGY STAR is about teamwork. For example, she works with a group of builders, lenders, and home energy raters that collaborate to streamline the process of building an ENERGY STAR Labeled Home.

"With all of the benefits of multi-media, we are dealing with a much more educated consumer, so it seems logical that a more successful builder/developer will enjoy more success with a sales and marketing approach that caters to the consumer," Ms. Glenn said.

According to Ms. Glenn, "I'm sold on it. I help people realize their dream home—a home that saves money, is healthier to live in and offers more comfort."

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